



No.1
SALON
COLOR
BRAND IN THE
WORLD

GOLDEN GLASS HAIR

CREATE BOOK

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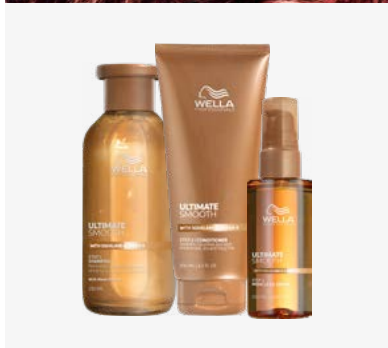
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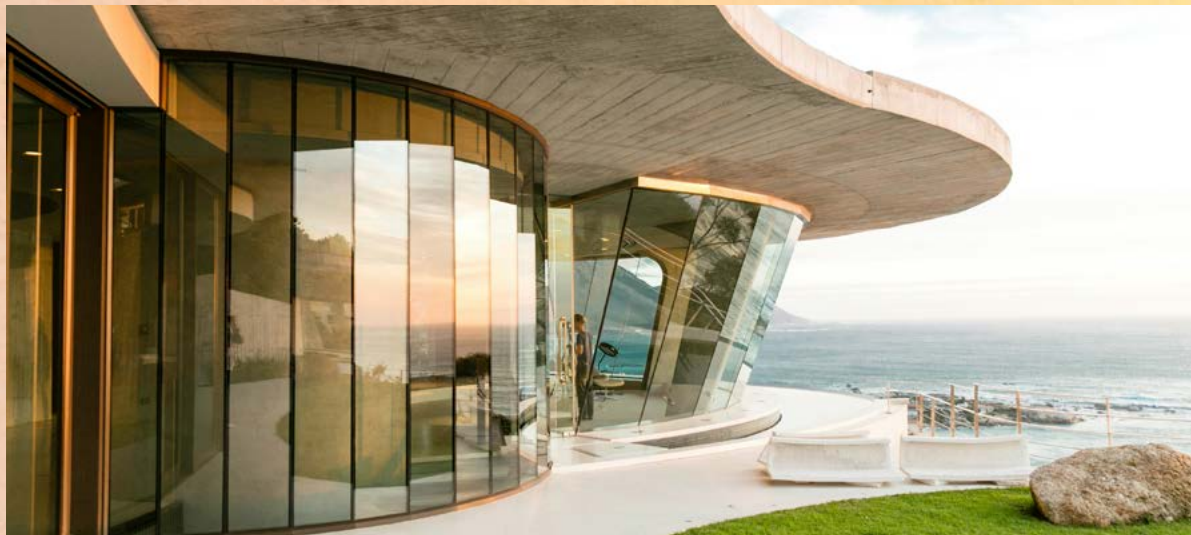
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01. TREND REPORT

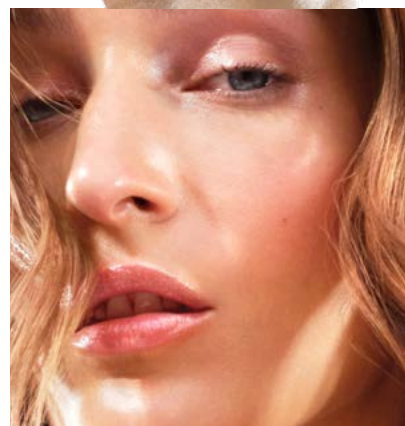
THE TREND

In 2025, healthy shine will be a must have. Inspired by Glass Skin in beauty and high shine looks on the catwalk. **GLASS HAIR IS HERE.**

INSPIRED BY **GLASS SKIN**

Glass skin refers to skin which is so luminous; it could be modelled from glass. It involves using multiple lightweight layers of hydrating products, so skin looks dewy and plump.

“It’s all in the layering.”



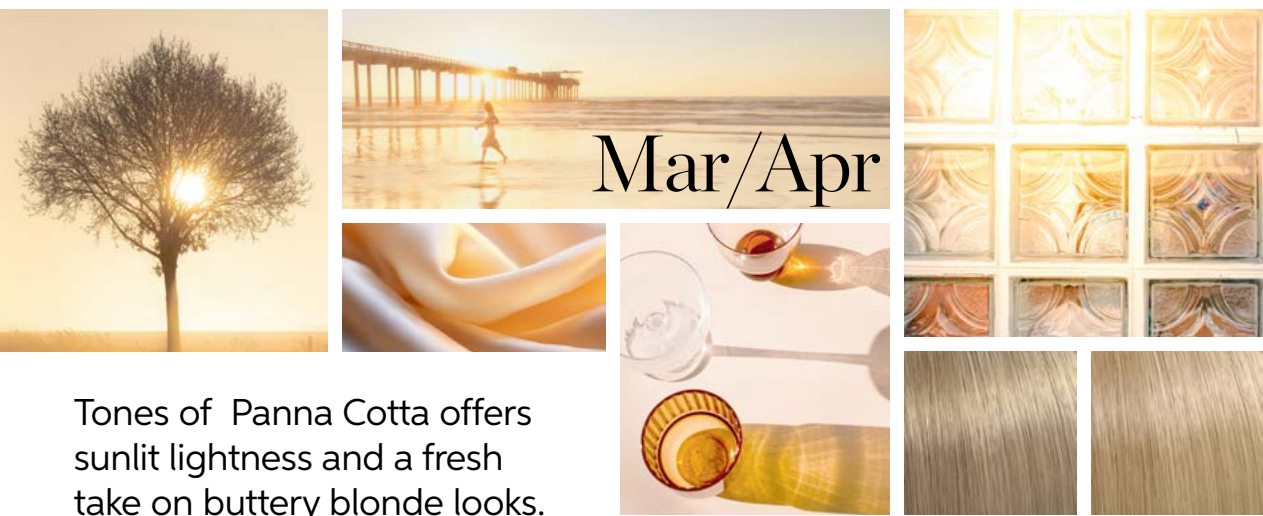
SS'25 PALETTE WARM GOLDEN HOUR

2025 offers empathetic tones of warmth. Golden blondes will warm up, and summer looks will be embraced with a pop of color.



Jan/Feb

2025 begins the year with empathetic sunrise tones, bringing warmth and smooth transitions.



Mar/Apr

Tones of Panna Cotta offers sunlit lightness and a fresh take on buttery blonde looks.



May/June

Inspired by the vibrant afterglow of the setting sun, explore playfully melted & blended hues of coral and copper.

THE INSPIRATION

This season must have looks are inspired by high shine and by the warmth of the sun, from the sunset's soft color transitions.



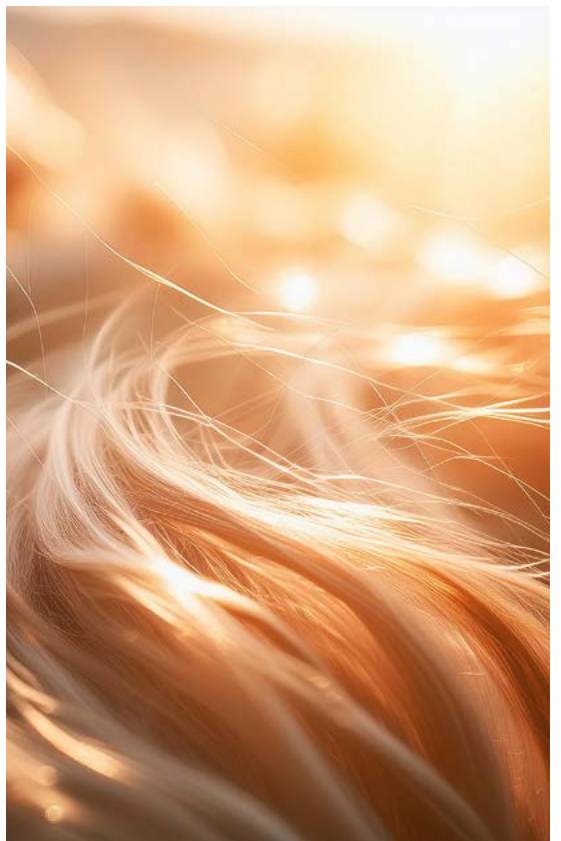
IN NATURE

When light reflects on a surface, it creates a layer of soft color and shine, similar to how light passes through stained glass.



IN HAIR

Layering tones can act as a veil of tone to any look, like stained glass hair.





02.

MEET THE EXPERTS



James Earnshaw

Wella Professionals
Global Ambassador

@jhair_stylist

 **135K**
FOLLOWERS

“Create the most beautiful personalized tones by layering.”

WHY DO YOU USE SHINEFINITY AS A TOP GLAZE?

“I love layering Shinefinity over Illumina Color for beautiful bespoke tonality.”



HOW DO YOU INTRODUCE IT TO YOUR CLIENTS?

“It’s a great way to **enhance shine** and create a shade that no one else can create.”

Briana Cisneros

Wella Professionals
North American Ambassador

@brianacisneros

 **379K**
FOLLOWERS



“SHINEFINITY TOP GLAZE allows you the opportunity to really customize a look for your client to elevate the style.”



TELL US MORE ABOUT SHINEFINITY TOP GLAZE...

“A Top Glaze allows you the flexibility and creativity of adding additional reflective layers of color throughout the hair.”

HOW DO YOU RECOMMEND TOP GLAZE?

“The goal is to earn a client’s trust, so it never feels like selling. By layering multiple tones in their hair, I can create a custom, long-lasting look that is shiny and healthy.”



Monique McMahon

Wella Professionals
Australian Ambassador

@moniquemcmahoncolour

 **304K** FOLLOWERS

TELL US MORE ABOUT SHINEFINITY TOP GLAZE AT QUE SALON

“We embody this immediately in Que Salon. The **TOP GLAZE** lets us layer tones, depth, and lights for a unique finish, available as an express or full service”

HOW DO YOU RECOMMEND TOP GLAZE TO YOUR CLIENTS AT QUE?

“We tell clients that the secret to their favorite celebrity’s shiny hair is a regular gloss. These quick, affordable treatments give hair a celebrity-worthy shine, adding a shimmering tone for color reflection and a defined look.”





03.

IT'S ALL IN THE
LAYERING

GOLDEN GLASS HAIR CONSULTATION



01. VISUALS

Clients lust after glossy hair, use their inspiration images to initiate the conversation about adding more shine, and ensure any images you use for inspiration display an expensive looking finish.



02. SUITABILITY

Next, find out about your client's expectations and how that fits with their lifestyle. At this point you can start to consider which brands you should use as your base layer before your **Shinefinity Top Glaze**.



03. BUILD THE SERVICE

Now you have all the information, you can begin to build your clients bespoke layering service. Start by choosing a signature service, followed by a **Top Glaze** and maintenance plan.

COLOR LAYERING & TOP GLAZE WITH SHINEFINITY



01 **BASE LAYER COLOR OR BLONDOR**

The base is creating the perfect canvas.



02 **TOP GLAZE LAYER ZERO LIFT GLAZE**

The Top Glaze layer amplifies the result with a reflective veil of color for more than a bespoke color.



03 **FINISH LAYER ULTIMATE SMOOTH MIRACLE OIL SERUM**

The finish layer amplifies a reflective glass like finish.

01. BASE LAYER

UPDATE YOUR MENU WITH WELLA'S SIGNATURE SERVICES

Carry out your consultation to establish which services you need to create your perfect base layer.

Here are the Wella Professionals' signature services, distinctive and on trend, for you to choose from and add to your service menu.



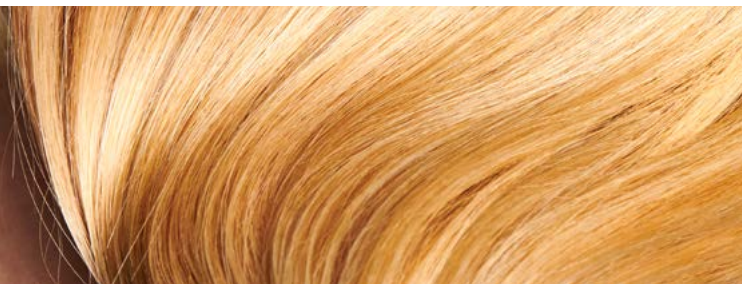
ILLUMINATORIAL

ILLUMINA COLOR ONLY

- 100% natural looking color results
- Enhance highs and lows with precise placement
- Up to 100% grey coverage

ILLUMINAGE

- The most natural-looking balayage
- Freehand painting
- Root shadow and Blonde Toning

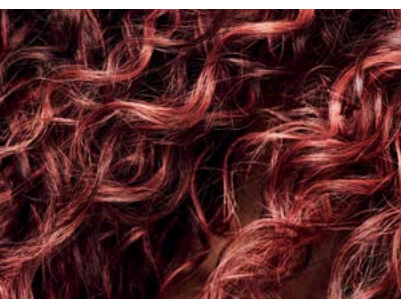


BLONDOR LIGHTS

- High impact blonde, adding texture and dimension
- Meticulously weaved foils close to the root
- Tip outs and/or scandi hair line for optional lightness

BLEACH & TONE

- Transformation full head blonde
- Painted directly to the roots
- Toned with BlondorPlex Cream toners for speed and 90% less breakage



COLOR TOUCH MELT

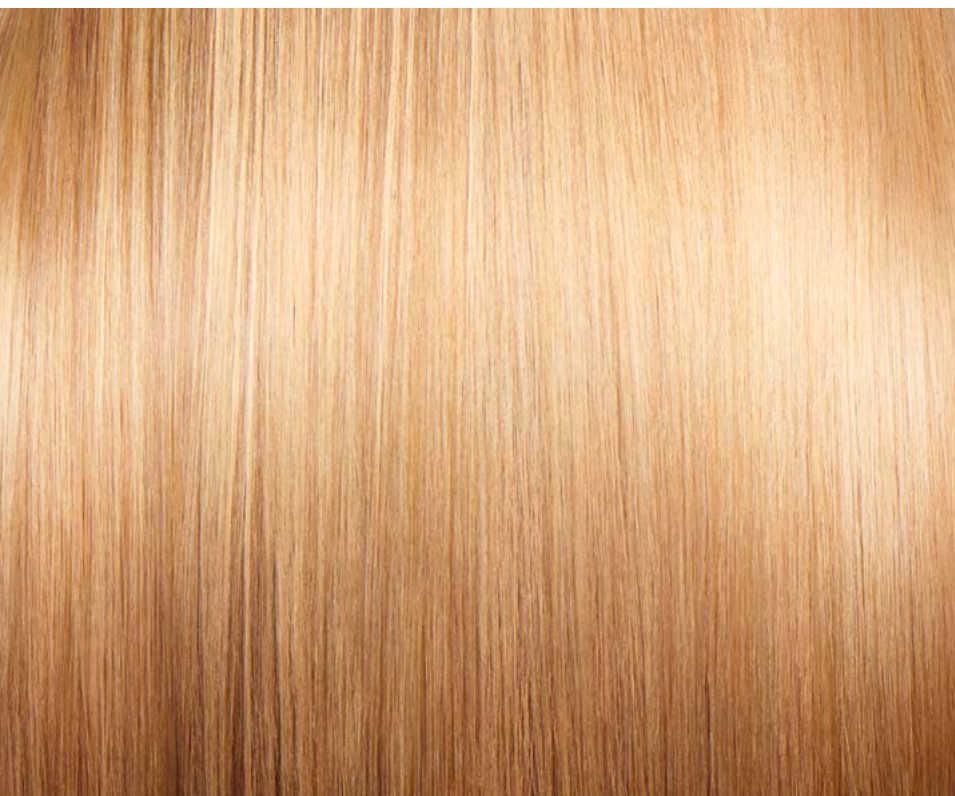
- Personalized combination of shades seamlessly melted through the hair to complement your features
- Smooth multidimensionality that boosts light reflection
- Amplified color vibrancy and shine
- 100% personalized color which is gentle on hair

02. TOP GLAZE LAYER **SHINEFINITY**

Combining this season's hottest color trends with irresistible silky shine, **GOLDEN GLASS HAIR** is the must have color service! Providing limitless opportunity and maximum personalization.

SHINEFINITY SHINE YOU CAN FEEL

1. Color so shiny that hair feels like silk
2. Hair color that reflects the light which mimics a glass finish
3. Personalized & reflective veil of color



Created with Shinefinity Top Glaze service



03. FINISH LAYER GET THE GOLDEN GLASS LOOK

More than ever, clients are looking to achieve premium glossy color results and the glass hair trend is growing.



Get irresistible silky shine by layering warm tones of Shinefinity glaze and finishing with **Ultimate Smooth** Miracle Oil Serum.

SO HOW DOES IT WORK? LAYERING TONE FOR MAXIMUM REFLECTION

SHINEFINITY TOP GLAZE

Is the superhero to achieve silky shine and tone in one step – loved for the **ZERO LIFT** and **ZERO DAMAGE** formula combined with its translucent finish is the perfect topcoat to achieve the golden glass hair finish.

MIRACLE OIL SERUM

Finalise your service with the **Ultimate Smooth** care regime & **Miracle Oil Serum**.



GOLDEN GLASS HAIR BY SHINEFINITY TOP GLAZE

Create a personalized delicate reflection of tone and shine creating your must have glass hair result with a shine you can feel.



- Zero lift
- Zero damage
- Translucent veil of color
- Limitless layering
- Creativity & personalization
- Fast & chargeable



- Respects the natural character of the hair
- Preserves the highs and lows for a translucent finish
- Healthy-looking, never artificial
- A shine that you can feel

TOP TIP GLAZE FOR ALL WITH A CLEAR CRYSTAL TOP GLAZE

CLEAR has many usages:

- Dilute any Shinefinity shade
- Use with activator for a clear glaze
- Use to Pastelize Shinefinity Boosters





GOLDEN GLASS HAIR

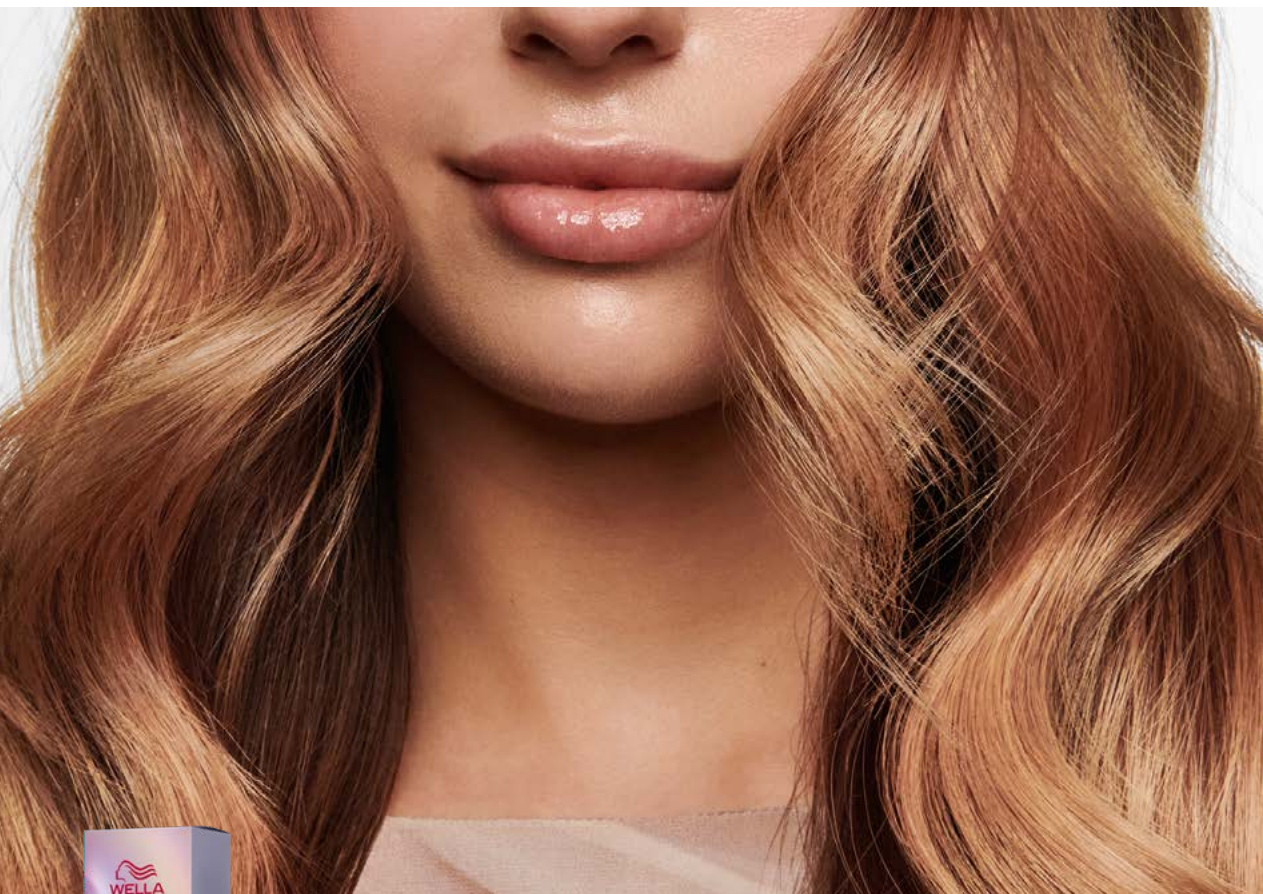


APRICOT GLASS HAIR

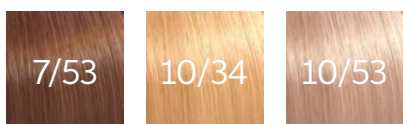


CORAL GLASS HAIR

04.
GET THE
LOOKS



ILLUMINA COLOR
3 NEW SHADES



APRICOT
GLASS
HAIR

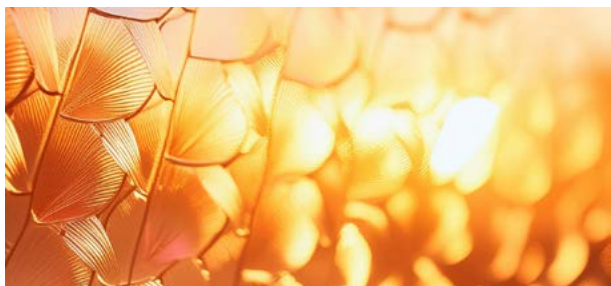
TREND INSPIRATION

2025 begins the year with empathetic sunrise tones, bringing warmth and smooth transitions.



A mix of light delicate and balancing tones.

Colors appear soft yet defined, perfectly blend & melt into one another.



INTRODUCING 3 NEW ILLUMINA COLOR SHADES

The 3 new shades which complement the unique 100% natural looking palette.

James and Monique are already obsessed.

“A gorgeous golden copper that is a true light golden blonde with a soft copper hue, it’s beautiful to tone with but also to use when lifting in the warm directions.”

James Earnshaw

Wella Professional
Global Ambassador

NEW

10/34



NEW

7/53

NEW

10/53



“A beautiful mid-mahogany blonde, ideal for lowlights or shadowing when doing a reverse balayage or adding depth at the roots. It’s great for a modern grey coverage”

“The prettiest rose blonde. With warmth in the hair it gives a beautiful honey rose blonde; with less warmth, a cooler rose blonde”

Monique McMahon

Wella Professional
Australian Ambassador



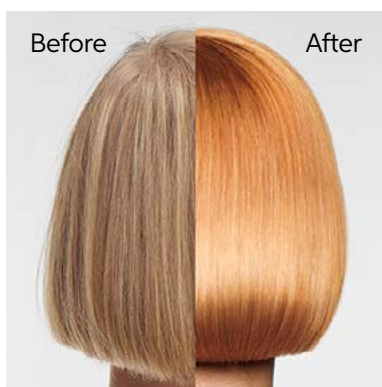
APRICOT
GLASS HAIR

APRICOT GLASS HAIR

“Lighten natural hair with Illumina Color. On trend tones of subtle copper, with placement that details.”

Personalize the look with Shinefinity Top Glaze service for a delicate reflection and shine.”

@jhair_stylist



01. BASE LAYER

Roots & Ends

Formula A:

20g 10/34 + 20g 9/59
+ 40g 6%



Ends

Formula B:

30g 10/34 + 30g 9%

02. TOP GLAZE LAYER

Lengths

Formula C:

10g 0/00 + 10g 09/73
+ 20g Bottle Activator



03. FINISH LAYER

Colormotion+



CREATE THE LOOK



01. BASE LAYER

Root Application

Divide the hair into 3, and apply formula **A** to the roots, to maintain some depth and dimension.



Nape Area

Apply formula **A** to the roots and ends at the nape to create depth and dimension underneath.



Lengths & Ends

Apply formula **B** to the lengths and ends of the top section. Using a higher developer on ends to create lightness.



Lighten Hair Line

Apply formula **B** to roots & ends around the hairline for increased detail and exentenate the hair.



02. TOP GLAZE LAYER

Apply formula **C** to the lengths over pre shampooed and conditioned hair.



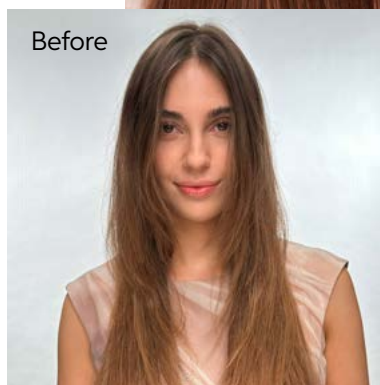
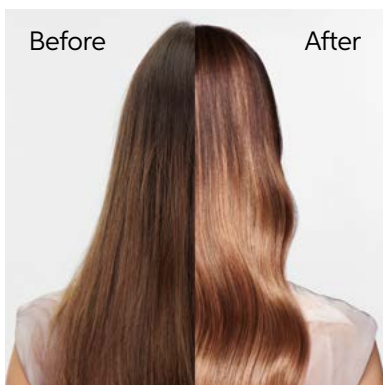


ROSE GOLD
GLASS HAIR

ROSE GOLD GLASS HAIR

*“A freehand inspired **Illuminage** with a mix of balancing mid tones of rose wood into light delicate rose gold tones, layer with **Shinefinity Golden Top Glaze** for irresistible silky shine.”*

@moniquemcmahoncolour



01. BASE LAYER

Formula A:
30g Freelifghts +
45g Freelifghts 6%,
increasing to 9%

TONING

Formula B:
Root Shadow
10g 6/ + 10g 6/19
+ 20g 1.9%
+ 20g Post
Service Treatment

Formula C:
Mid Tone
5g 8/
+ 15g 7/53
+ 40g 1.9%

Formula D:
Blonde Toning
20g 10/53
+ 40g 1.9%

02. TOP GLAZE LAYER

Formula E:
10g 09/3 + 10g 09/05
+ 20g Bottle Activator

Formula F:
20g 09/3
+ 20g Bottle Activator



03. FINISH LAYER

Ultimate Smooth



CREATE THE LOOK

01. BASE LAYER

Section the hair to frame the face and map out where the lightness will be. Begin by taking diagonal slices at the nape.



Hold the hair at 45° with tension directly from the head. Load the brush and begin in the mid areas, and work down, layering the Freelights to where you require more lightness.



Use the balayage board to saturate lightener to the ends. Wrapping with Perforated Wrap Foils to protect each area.



Proceed to horizontal direction, allow hair to fall with natural tension for seamless results. Continue until the back is complete.



Have the brush sweep down and diffuse in-between the ribbons for softer transition.



Around the hairline, direct the hair slightly back and 45° from the head – maintain tension and paint close to the roots as desired.



Bring all the hair back and wrap with the Perforated Wrap Foils. Shampoo with **Ultimate Smooth** and **Blondor** Seal and Care.



TONING

Divide toning into 3 – **hairline & top**.

Apply the **mid tone** formula **C** to the middle section and the formula **D** to the **lengths and ends and the hair line** to maintain lightness at the front.

On the top section tap in the formula **B** at the roots and then transition into formula **C & D** on the lengths and ends.

Shampoo with **Ultimate Smooth** followed by post service conditioner.



02. TOP GLAZE LAYER

Apply formula **E** to the perimeter for a more rose tone, and formula **F** on the top section for a more golden reflection.



03. FINISH LAYER

Finish with **Ultimate Smooth** Micarle Oil Serum for silky shine.



MONIQUE'S FREEHAND LIGHTENING TIPS



Use **Blondor Freelights** for free hand techniques the clay is an ideal texture for painting and it dries whilst still lightening. Apply your colour with a sweeping motion.



Hold and paint your section at 45° – 90°, maintain even and firm tension when painting.

If using a balayage board bring your board up to your section and then support zone with your tail comb and place the ends down. This will help prevent demarcation and create softness.

When painting to the roots use the anchor point method to create ribbons and diffuses in-between for seamless results.



“I love to isolate with the Perforated Wrap Foils in-between sections to maintain the same temperature throughout the head.”



GOLDEN GLASS HAIR

TREND INSPIRATION

Spring brings sunny buttery blonde tones for a fresh blonde look, while honey tones create natural sophistication.



Tones of Panna Cotta blonde layered with golden sunlight tones.



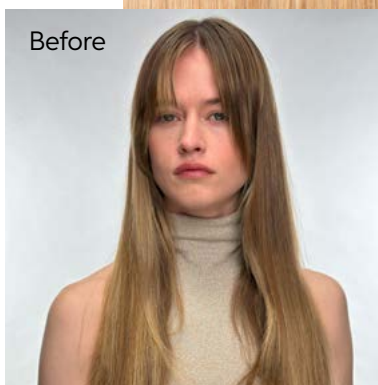
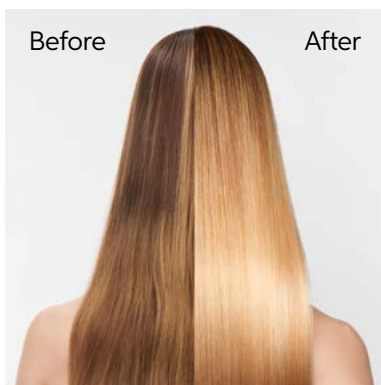


HONEY
GLASS HAIR

HONEY GLASS HAIR

“Highlighting services are back in demand! This season, we’re going for lightness close to the roots for maximum brightness, paired with warm tones for a modern, healthy and shiny results.”

@moniquemahoncolour



01. BASE LAYER

Formula A:
30g BlondorPlex
+ 45g 1.9%, 4% & 6%

TONING

Formula B:
30g Freights
+ 45g Freights 9%

Glaze
Formula C: 20g 07/3
+ 20g Brush & Bowl Activator
Formula D: 30g 09/36
+ 30g Bottle activator

02. TOP GLAZE LAYER

Shinefinity
Formula E:
20g 09/3 + 20g Bottle Activator

03. FINISH LAYER

Ultimate Repair



CREATE THE LOOK

01. BASE LAYER

Section the hair taking into consideration the natural fall and where you would like increased lightness.

Take diagonal weaves to give a natural effect, use just 1.9% Developer for controlled lightening.

Once hairline area is complete work horizontally up to the top of the crown, in the crown increase to 4% Developer. Maintain fine to medium weaves.

Once the back section is completed, apply the **Tip Out's** with formula **B** to the lengths and ends in between the foils to increase lightness.

Wrap the lengths and ends with the perforated Wrap Foils.



Follow the natural fall at the hairline and keep weaves very fine.

Work horizontally at the sides up to the top.

The last section, follow the hairline and work diagonally across. Apply the **Tip-Outs** through the sides and top section.



TONING

Remove the foils, rinse and apply **Wellaplex** Step 2 for 10 minutes. followed by **Ultimate Repair** Shampoo and **Blondor** Seal and Care.

With formula **C** root tap the roots at the crown and sides but leave out the hair line.

Apply formula **D** to remaining lengths and ends leaving out the front hair.



02. TOP GLAZE LAYER

At the basin apply formula **E** through all the hair including the hair line.



PERFECT MATCH! Shinefinity is the ideal color brand for toning after highlights due to its ZERO LIFT technology.

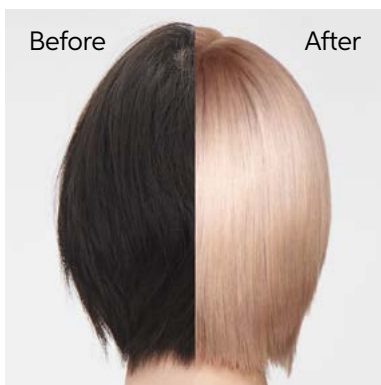


BUTTERY
GLASS HAIR

BUTTERY GLASS HAIR

“Inspired by Panna Cotta which offers a fresh take on blonde looks, this full head Buttery blonde transformation has an elegance of warmth which radiates the skin.”

@brianacisneros



01. BASE LAYER

Formula A:
30g BlondorPlex
+ 45g 6%

Formula B:
30g Blondor
Soft Cream
+ 45g 6%

TONING

Express Blondor Toning
Formula C:
20g /16 + 20g /36
BlondorPlex Cream Toner
+ 80g 1.9%

02. TOP GLAZE LAYER

Shinefinity
Formula D:
30g 09/36 + 30g Bowl and Brush Activator
Formula E:
20g 09/05 + 20g Bowl and Brush Activator



03. FINISH LAYER

Ultimate Repair



CREATE THE LOOK

01. BASE LAYER

TIP Apply Marula Oil Scalp Prime to the scalp first.

Divide the hair and take fine sections to apply formula **A** to the lengths and ends, leaving 2 cm out at the roots.

Use foils to isolate each section, and avoid product touching the scalp.

Check the lift progress frequently.

Once the ends have reached a yellow underlying pigment, apply the root formula **B**. Reapply to the lengths and ends if needed.

Rinse and shampoo with **Ultimate Repair** and condition with **Blondor Seal and Care**.

10
min

EXPRESS BLONDE TONING

Divide the hair for ease of application and apply the toner to balance any unevenness and reduce the yellow tones. This is perfect to create an even canvas in just 5 minutes.

02. TOP GLAZE LAYER

Divide the hair and apply formula **D** at the roots and formula **E** towards the ends to create balance.

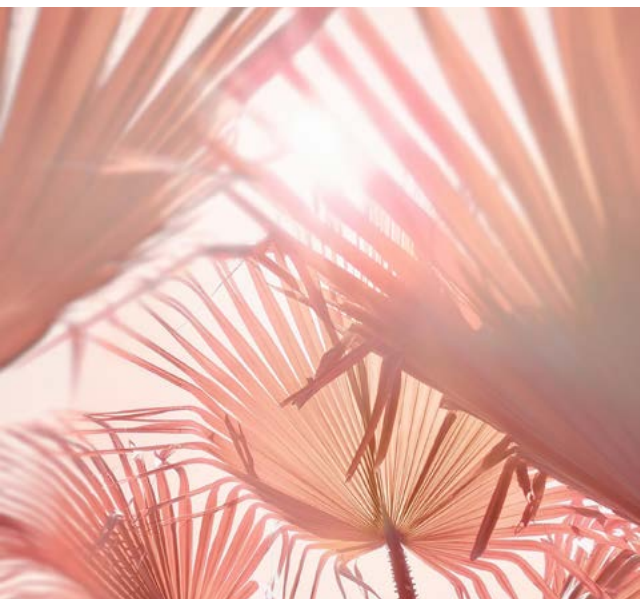




CORAL GLASS HAIR

TREND INSPIRATION

After Golden Hour, as the summer sun is setting deeper in the sky, we see the coral-pink “afterglow” of the sun.



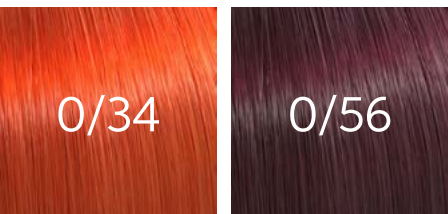
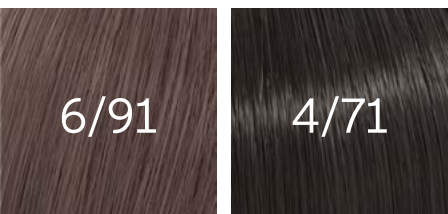
Playful hues of peach, pink, coral, violet and copper.



Colors appear bright and defined, yet perfectly blend & melt into one another.

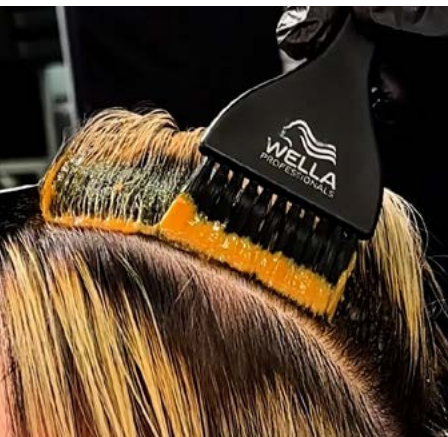


CREATING THE PERFECT COLOR TOUCH MELT



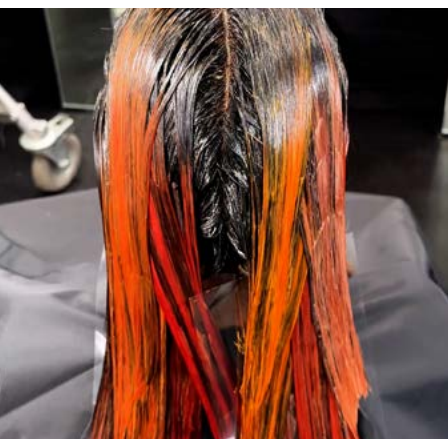
01. DEFINE YOUR CLIENT'S COLOR PALETTE

Inspire clients to be creative & explore more color options.



02. DEEPEN THE ROOTS

Add a deep root color to blend away your client's regrowth.



03. ALTERNATE SHADES THROUGH ENDS

Use up to 5 shades from the palette which vary in depth and tone.



04. ALTERNATE SHADES MELTING THROUGH ENDS

Before washing, comb all the shades together to seamlessly blend the colors.



**CORAL
GLASS HAIR**

CORAL GLASS HAIR

Golden hour is not only for blondes!

“Bianca has these beautiful brunette curls, so I wanted to create a wearable, glossy, coral color finish which is completely unique and personalized to her – while still respecting the hair’s natural texture. This is why I love Color Touch because I have so many shades to be creative!”

@brianacisneros



01. BASE LAYER



Blondor & Koleston Perfect

Formula A:

60g BlondorPlex + 90g 6%

Formula B:

60g 7/71 + 60g 12%

TONING



Color Touch Melt

Formula C: 30g 7/75 + 60g 4%

Formula D: 25g 9/75 + 5g 0/34 + 60g 4%

Formula E: 25g 8/35 + 5g 0/56 + 60g 4%

02. TOP GLAZE LAYER



Shinefinity

Formula F: 60g 07/59

+ 60g Shinefinity Bottle Activator

03. FINISH LAYER



Ultimate Smooth

CREATE THE LOOK

01. BASE LAYER

Blondor & Koleston Perfect

Highlight the hair using a combination of medium-weaves and teased-slices. Working closer to the roots around the face for a subtle face frame. Alternate formula **A** and **B**, leaving hair out in between the foils. Saturate the hair and enclose in foil.



TONING

Color Touch Melt

Apply formula **C** to the roots of pre-shampooed towel dried hair.

Alternate formulas **C**, **D** & **E** through the lengths and ends in large diagonal sections. Blend into the root color for a seamless transition.



Melt colors

In the last 5 minutes of development, comb all the colors together, from root to tip, for a seamless **Color Touch Melt**.



02. TOP GLAZE LAYER

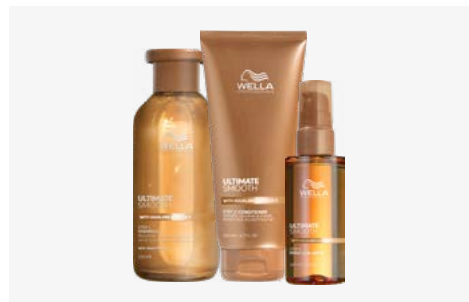
Shinefinity

Layer with formula **F** for irresistible silky shine.



03. FINISH LAYER

Finish with **Ultimate Smooth** Miracle Oil Serum for silky shine.



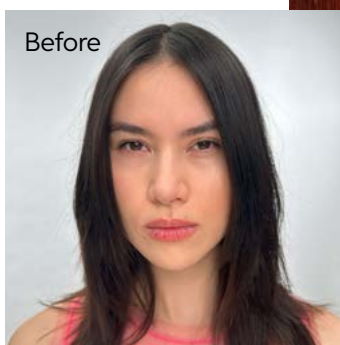
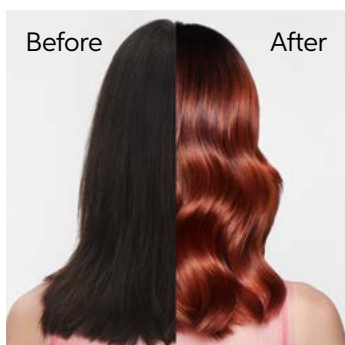


COPPER
GLASS HAIR

COPPER GLASS HAIR

“Copper hair continues to be one of the most requested colors, but this season we’re seeing coppers are more rosy, so I’ve melted together combinations of reds, golds and oranges with mahogany to create this ultra-modern copper finish.”

@jhair_stylist



01. BASE LAYER

Blondor
Formula A:
60g BlondorPlex
+ 90g 6%

TIP-OUT

Koleston Perfect
Formula B:
60g 6/91
+ 60g 12%

TONING

Color Touch Melt
Formula C: 30g 4/71 + 60g 4%
Formula D: 30g 7/43 + 60g 4%
Formula E:
25g 8/43 + 5g 0/56 + 60g 4%
Formula F:
20g 6/05 + 10g 0/34 + 60g 4%

02. TOP GLAZE LAYER

Shinefinity
Formula G: 60g 00/00
+ 60g Shinefinity Bottle Activator

03. FINISH LAYER

Ultimate Smooth

CREATE THE LOOK

01. BASE LAYER

Large Slices

Paint formula **A** to the lengths and ends of large slices of hair, leaving a slice of hair out between foils. Work closer to the roots in finer sections around the face for a subtle face frame. Saturate the hair with formula **A** and enclose in foil. Develop until a level 8.

TIP-OUT

Lighten the lengths and ends of the hair between the foils using formula **B**. Saturate the hair.

TONING

Color Touch Melt

Apply formula **C** to the roots of pre-shampooed towel dried hair.

Alternate formulas **D**, **E** & **F** through the lengths and ends in large diagonal sections. Blend into the root color for a seamless transition.

Melt Colors

In the last 5 minutes of development, comb all the colors together, from root to tip, for a seamless **Color Touch Melt**.

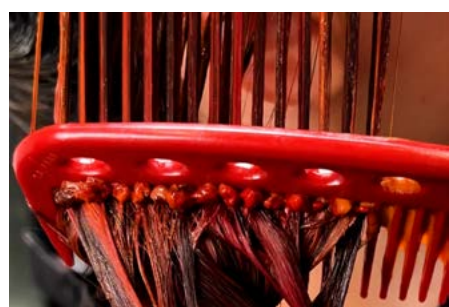
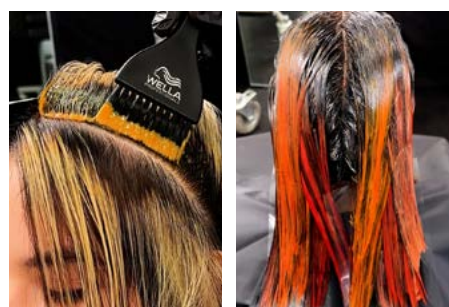
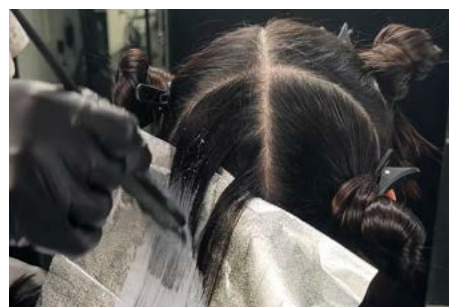
02. TOP GLAZE LAYER

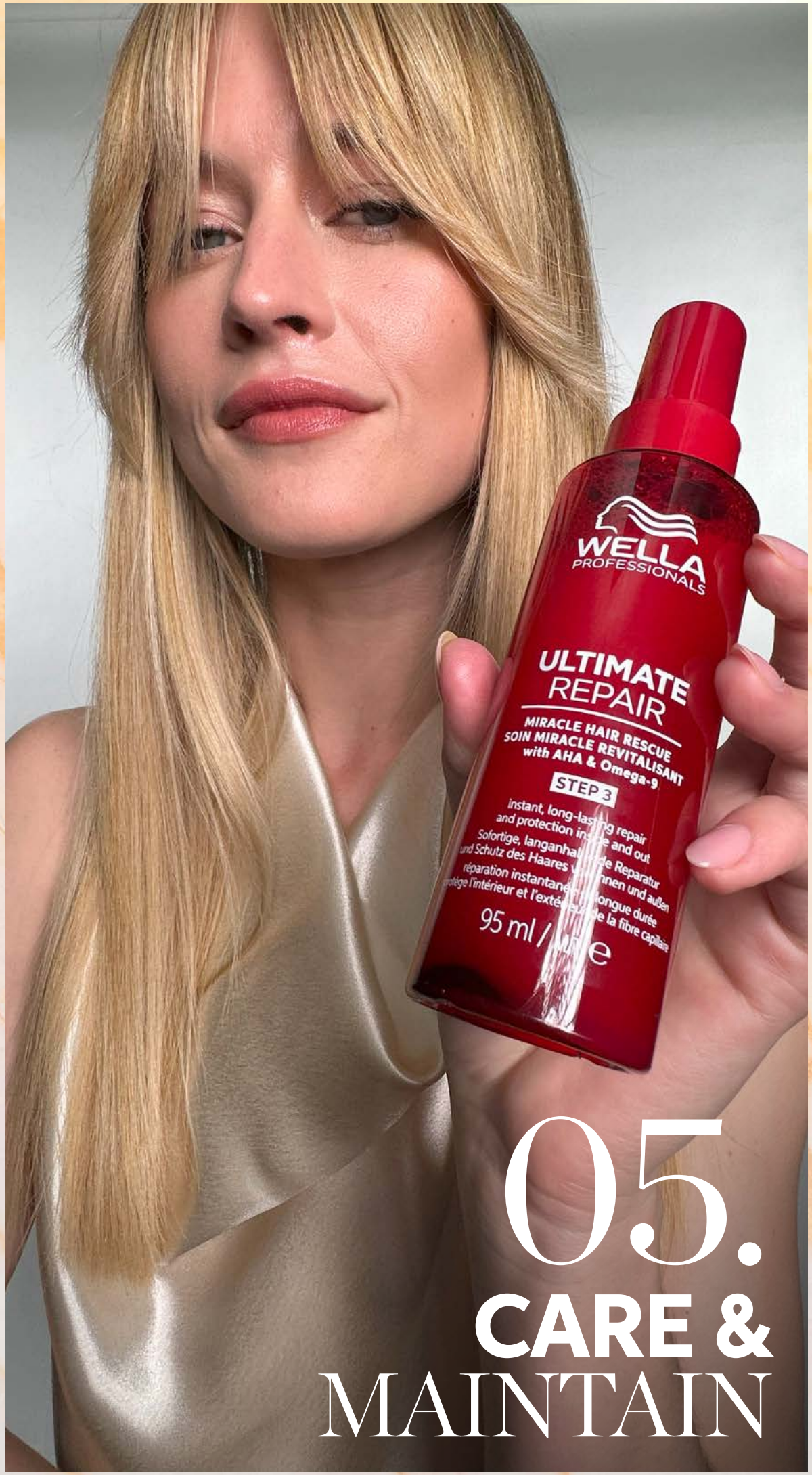
Shinefinity

Layer with formula **G** for irresistible silky shine.

03. FINISH LAYER

Finish with **Ultimate Smooth** Miracle Oil Serum for silky shine.





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